

# Aastra USA Corporate Overview

This is a time of unprecedented change in the enterprise communications market. Enterprises are in need of communication solutions that allow their employees to work smarter and do more with less, while at the same time respond to customers faster and more effectively. There is an increased need to support highly mobile as well as remote workers. Social media is making its way into the enterprise and becoming an integral aspect of many business processes. And while the requirements placed on communications solutions are increasing, CIOs are also challenged to deploy platforms that reduce operating costs and that meet the needs for a greener planet.

In addition to the rapid changes in customer requirements and the technologies to support them, economic conditions have led to consolidation and uncertainty in the vendor landscape. No longer can an enterprise buyer select a

supplier on the basis of a household name. Due diligence is required to ensure the supplier not only has a portfolio of products which meet today's requirements and are future proof, but also that the supplier has financial stability, a history of excellent customer service and a global reach where required.

Aastra, a global provider of enterprise communications equipment and applications, is a supplier that can meet these needs. With over 50 million lines installed world wide and over 100,000 loyal enterprise customers, we have the people, products and financial strength to support our customers and partners for many decades to come. We invite you to use this brochure to learn more about Aastra – our history, our values, our customers and our products. Then give us a call and see how we can help you. You will be glad you did.



# This is Aastra

## History

Founded in 1983, Aastra Technologies began as an engineering company providing services to the aerospace and defense markets. In 1992, the company began to specialize in telecommunications and is now 100% focused on enterprise communications. In more recent years, Aastra has been at the forefront of consolidation in the enterprise communications sector including the following acquisitions: Ascom PBX Division in 2003, EADS Telecom Division (including Matra and Intecom) in 2005, DeTeWe in 2005 and Ericsson's Enterprise Communications division in 2008.

## Strong Financials

Aastra, which is listed on the Toronto stock exchange (T:AAH), boasts a strong financial position. As of 2009, Aastra celebrated over 11 consecutive years of profitability. The company's revenue for the year ended December 31, 2008 was CAD\$ 832 million.

## Loyal Customers

With more than 50 million lines installed globally, Aastra has one of the largest customer bases of any telephony provider and the loyalty of our customers is a testimony to the quality of our products and our customer-centric service. Our client list includes businesses across a variety of industries. "A" list organizations with mission critical requirements such as NASA, the United Nations, Microsoft, Pacific Gas & Electric, the State of Texas, the University of California, Texas A&M University and over 100,000 other customers rely on Aastra for their communication needs.

## Global Reach

Headquartered in Concord, Ontario, Canada, Aastra has an international reach with more than 2,000+ employees around the world, a direct presence in more than 30 countries as well as thousands of sales partners and resellers in over 100 countries worldwide.

## Social Responsibility

Aastra is very aware of the demands being placed on most businesses today challenged to reduce greenhouse gas emissions and energy costs. Our eco-design approach to new product development is designed to address those concerns. This approach includes evaluating the impact products have on the planet throughout the entire product lifecycle and how this impact can be lowered. In addition, Aastra has joined the UN Global Compact, the world's largest corporate social responsibility agreement. Aastra's EthoSourcing Program™ upholds top standards for a wide range of ethical issues such as health and safety, wages and benefits, forced and child labor, harassment, abuse and non-discrimination as well as good environmental practices.



*"We looked at multiple solutions to meet all of our needs, including the emergency notification system. With Aastra we are able to rely on a single system to provide all feature requirements."*

*Telecommunications Manager,  
Large Utility Company  
Pointspan Customer*



# Key Expertise

## Enterprise Communications

While many vendors sell to carriers, service providers and residential customers, Aastra is 100% focused on the Enterprise; our comprehensive product portfolio includes communications systems for enterprises of all sizes. We understand your business challenges and we design and deliver innovative solutions to address them.

## Innovation

Aastra invests significantly in innovation to help our customers and partners keep their competitive edge. Aastra has R&D Centers of Excellence throughout North America and Europe focusing on the development of:

- ✦ Hybrid, IP and SIP-based call managers
- ✦ Endpoints
- ✦ UC & collaboration solutions
- ✦ Mobility
- ✦ Contact centers
- ✦ Platform independent applications

## Mobility

Mobility Solutions from Aastra let workers conduct business whenever they want, wherever they are and on the device of their choosing. Aastra's fixed-mobile convergence solutions improve productivity by providing users with a single device and unique number that can connect through, and be seamlessly switched between, wired and wireless networks.

## Smooth Migration

For our customers and prospects, Aastra always emphasizes investment protection and the evolutionary solutions from TDM to Hybrid to SIP. Aastra's Self-paced Migration™ allows enterprises to enjoy the features and benefits of unified communications today, while migrating to full IP Telephony when the time is right for them.

## Unified Communications & Collaborative Solutions

Aastra's unified communication solutions help people connect, communicate and conduct business in real time. Using applications such as presence management, unified solutions can streamline and expedite a person's ability to reach colleagues by automatically routing communication according to their availability and preference. Not only does this improve productivity, it allows enterprises to respond to their customers faster and improve customer service. Aastra provides integrated technologies and tools that help facilitate successful collaboration including application sharing, instant messaging, presence management, web and video conferencing.

## Open Standards

Aastra focuses on solutions which do not restrict the customer to a closed architecture. We strongly believe that open standards enable better interoperability between different elements and help create a more flexible and complete solution now and for the future. Using open standard applications and interfaces such as SIP, XML, LDAP and Web Services from Aastra makes it easy to merge communications with business processes to deliver flexible, future proof solutions.

## Service Excellence

Aastra is focused on meeting our customers' communication technology needs while exceeding their expectations for value and performance. Our dedication to service begins with the design of high-quality, highly reliable products and continues through high-availability support channels. Our delivery on this commitment is evidenced by the many organizations globally who have been our customers for twenty years and more.



*"We paid close attention to the quality of the video, especially the system's ability to maintain synchronization between the video and audio. The Aastra ViPr was the only one that had that fixed."*

*Tim Kelley  
Director of Information  
Technology  
Crawford County Court  
ViPr Customer*



## What our customers say

*"Our experiences in the ITEC lab taught us the importance of standards-based solutions; Clearspan provides the openness for integration of other applications and SIP-based devices."*

*Dr. Walt Magnussen, Ph.D.  
Director of Telecommunications  
Texas A&M University  
Clearspan Customer*

*"There's an immediate return on the investment and a predictable total cost of ownership that's unbeatable in a traditional purchase model."*

*Ron Johnston, Global IT Infrastructure Manager,  
Smiths Medical  
CVCC Customer*

*"The new standards-based IP system delivers many productivity improving features, including the support of teleworkers, which is vital in helping us to simplify our overall communications and reduce costs."*

*Steven Clarke, President  
Sajus Technologies  
AastraLink Pro 160 Customer*

*"The other phones were priced higher, for features we didn't really need. The Aastra units serve all our needs and in a very cost-effective manner."*

*Craig Given  
Vice President of Technology and Communication  
Youth Alternatives  
Aastra Phones Customer*

*"We were essentially able to keep all existing services, functions and telephones intact, and add the additional capabilities that come with MX-ONE. Our users didn't need to be retrained on new equipment and services; in fact, most of them were unaware there was even a major upgrade performed to the system."*

*PBX Engineer  
Major California Public University  
MX-ONE Customer*

*"Aastra provided the perfect solution for our campus because it integrated seamlessly with our existing PBX, Unified Communications System, and Call Accounting System while meeting our requirement of using a SIP telephony solution in our newly constructed Steven G. Mihaylo Hall. The administration of the Aastra SIP solution is simple and our users are satisfied with the terminals and the quality of service."*

*Marci Payne, Telecom Manager  
California State University, Fullerton  
Pointspan Customer*

*"The conversion was flawless."*

*Telecom Manager  
Global Peacekeeping Organization  
Pointspan Customer*

*"This technology definitely has a place in the delivery of instruction across geographic boundaries."*

*Tunde Giwa, Head of IT  
Juilliard School  
ViPr Customer*

# Aastra USA Product Portfolio

## Enterprise Solutions

### Clearspan®

Clearspan® is a pure SIP softswitch for very large enterprises. A carrier-grade platform, it cost effectively scales from 1,500 to over a 100,000 users. Clearspan has a full suite of applications built in such as unified messaging, conferencing, fixed mobile convergence and desktop integration. It integrates seamlessly with popular collaboration platforms, and includes a robust interface for integration with customer business processes.



### Pointspan®

Pointspan® is a hybrid TDM/SIP PBX for large enterprises. Pointspan has been deployed by many large organizations with mission critical applications who appreciate its scalability and disaster recovery features. Pointspan supports an easy migration path from TDM to SIP.

### MX-ONE™

MX-ONE™ is a hybrid TDM/SIP PBX for medium to large enterprises. The MX-ONE has an extensive set of applications built in such as unified messaging, integration with popular collaboration platforms, and the feature-rich Aastra Mobile Client (AMC) for fixed-mobile convergence. It is flexible, supporting either a distributed or centralized architecture, easy to manage and provides a low total cost of ownership.



## SMB Solutions

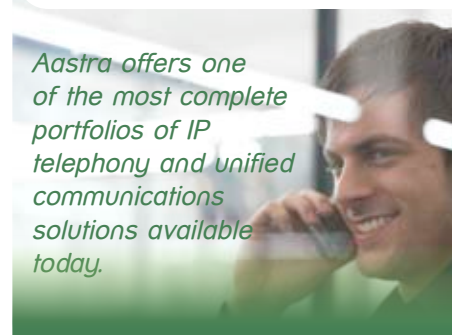
### MX-ONE™ Compact

MX-ONE™ Compact is a full-featured IP-PBX solution for small to medium businesses with 50 to 300 users. Based on the proven MX-ONE IP telephony platform, the MX-ONE Compact provides all the traditional features typically found in a PBX, as well as productivity enhancing applications such as unified messaging, fixed-mobile convergence, and integration with the leading collaboration vendors. It provides small businesses with the unified communications features enjoyed by large enterprises and supports future growth.



### AastraLink Pro™ 160

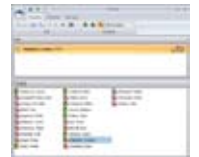
AastraLink Pro™ 160 is an IP-PBX/Key system for up to 50 users. The AastraLink Pro 160 offers a feature-rich platform with easy management and a low total cost of ownership. In addition to the traditional key system features, it also includes visual voicemail, voicemail to email, and an XML interface.



## Contact Center Solutions

### Solidus eCare™

Solidus eCare™ is a multimedia contact center solution supporting multiple modes of communication such as voice, IM, SMS, and email. Its self-service applications and patented skills-based routing also promote *InTouch™ Soft Client* faster and more efficient customer service. Solidus eCare has extensive management, reporting and business process integration capabilities.



### Solidus eCare™ Lite

Solidus eCare™ Lite is a special packaging of Solidus eCare specifically tailored for businesses that have a need for a smaller scale contact center with up to 50 agents.

### CVCC®

Centergy Virtual Contact Center (CVCC®) is a hosted call center solution. It provides a flexible, affordable call center service and is especially well suited for smaller contact centers, businesses with seasonal call center needs, and business continuity applications.



### Centergy®

Centergy® is a highly scalable contact center solution which scales to support tens of thousands of users. With Centergy you are able to link your contact centers around the world, route calls to agents anywhere, and still benefit from centralized management and reporting.

## Collaboration

### ViPr™

Aastra Virtual Presence (ViPr™) is an easy-to-use, flexible video conferencing solution. Its touch screen interface provides unmatched ease of use. Its low latency design makes it a perfect fit for applications where delay cannot be tolerated. ViPr comes in both desktop and conference room systems and is interoperable with legacy video solutions.



Aastra ViPr™

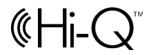
## Aastra Telephones

### SIP Phones

Aastra has one of the most complete SIP phone portfolios in the industry. Ranging from entry level, value-priced to high-end executive models, all Aastra SIP phones offer open standard SIP, extended XML embedded browsers to support productivity enhancing applications, G.722 wideband sound, user friendly screen menus and interfaces, and more.



10 SIP Phone models available



### SIP DECT



Not pictured: DECT 142, DT590 and DT422

Providing high quality and confidential calls through voice optimization, Aastra's SIP DECT solutions offer a cost-effective mobility solution for companies that need to supply mobile phones to staff who are primarily mobile within the company premise. Aastra has a complete line of SIP DECT phones ranging from low cost, entry level handsets to ruggedized solutions for tough working environments.

### IP and Digital Phones

Aastra offers a complete line of digital phones, designed to work with our own platforms (i.e., Pointspan, MX-ONE), as well as a family of digital phones designed to support Meridian® Digital Centrex services.



### Analog Phones



12 Analog Phone models available

Aastra offers a complete portfolio of high-quality analog telephones. These phones are value priced, yet provide a host of features to support business users including programmable keys, graphical displays, speakerphones and much more.